For courteous phone order service
dial EV 5-1311

The BAY will reopen Friday, Jan. 2, after closing to observe the New Year's holiday

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670

SHOP FRIDAY 9 a.m. to 9 p.m.

Starts Friday at the BAY!

ANNUAL JANUARY DRESS FABRICS SALE

★ First quality imported and domestic materials! ★ Sparkling colors, fresh fabrics, latest textures! ★ ALL at outstanding savings!

HUDSON'S BAY COMPANY, dress goods, fashion floor, 2nd

★

Phone Order Board Open at 8.30 a.m.

Dial EV 5-1311

Carefree, No-Iron, Drip Dry Fabrics

Reg. 1.59 Fine Wale Corduroy

1 36"-38" corduroy comes in 20 beautiful colors, is launderable, colorfast, hard-wearing and velvet-textured for soft loveliness; easy cutting and sewing! Colors include red, pink, blue, aquamarine, gold, mint, black, avocado, white, and many more. Special, yard **99¢**

36" Printed Cotton Sateen

2 Reg. 1.69, this crisp, colorful material washes wonderfully, and doesn't need ironing! Step into Spring in a beautiful new dress made from one of these crease-resistant, closely woven floral prints so easy to cut and sew! Special, yard **99¢**

45" American Sportsheen

3 Top quality Madra Sportsheen comes in assorted stripes, novelty patterns, is crease, dirt and spot resistant, drips dry in a matter of minutes and doesn't need ironing. Easy to cut and sew, too. Reg. 1.79 yard. Special, yard **99¢**

36" Polished Cotton Prints

4 Sophisticated patterns, screen prints and exotic, rich colors in these cotton prints that are Sanforized, crease-resistant and drip-dry! Crisp, easy to sew and lovely to wear! Special, yard **99¢**

45" Dacron and Cotton Fabric

5 Lovely, light, miracle fabric that's so easy to handle, lovely to wear, is drip-dry, no-iron and crease-resistant. Comes in checks, plaids, novelty patterns and florals in soft, colorfast shades. Reg. 1.95. Special, yard **1.29**

36"-42" Printed Corduroy

6 Reg. 1.79! Wonderful assortment of patterns in this softly-napped corduroy whose luxurious appearance looks much more than the low sale price! Make dresses, slim-jims, jackets, sports outfits from this washable American print corduroy. Special, yard **1.39**

54" Novelty Tweeds and Wools

7 Reg. 3.95 and 4.95 yard imported tweeds feature a rich appearance, soft finished, are long wearing, too. You'll really save on these beautiful tweeds and wools that make up into smart suits, skirts, jackets, coats. Special, yard **2.88**

Reg. 1.59! Imported 45" Taffetas

8 Floral or novelty hand-printed taffeta is not only crease resistant and colorfast, but washable, too! Choose from a lovely assortment of colors and make your printed taffeta into a blouse, dress, 2-pce. ensemble, or full, full skirt! Special, yard **1.29**

Drip-Dry Cottons at BIG Savings

9 **Roman Holiday Prints** — Imported prints feature vibrant colors, outstanding designs and are Sanforized, colorfast and therefore easy to launder!

10 **Embossed Kriskay Prints**—Crisp, colorful kriskay has an everglaze finish that lasts through launderings . . . drip-dry, too. Come in a variety of colorful patterns in pastel or medium shades.

11 **Gold-Printed Sateens**—Gold color patterns enrich this crisp, permanent finish cotton sateen that's easy to cut, to sew, to launder!

12 **Polished Cotton Prints** — Imported prints feature a permanent everglaze finish, freshness of appearance, always. Beautiful print-patterns, crisp, eye-catching colors in these cottons that make up into a worth-having dress!

13 **Imported Embossed Cottons**—Tone on tone and "jig-saw" patterns feature an everglaze finish, will stay fresh looking longer. For blouses, dresses, skirts, children's wear.

14 **Drip-Dry Broadcloth**—No-iron, permanent-finish, drip-dry broadcloth stays fresh, looks lovely, styles crisp little dresses, skirts, blouses . . . even curtains!

15 **Drip-Dry Dress Prints**—These carefree cotton prints drip dry, need little or no ironing, are colorfast and Sanforized, come in assorted floral or novelty prints, gay colors for a fresh, new spring dress.

16 **Combed-Cotton Broadcloth Prints**—Smooth and beautiful broadcloth prints are so easy to cut and sew and beautiful to wear. Colorfast and Sanforized.

17 **Drip-Dry Border Prints** — Floral and novelty border prints come in crisp, drip-dry cottons, are Sanforized and easy to launder.

18 **Polished Cotton Prints** — Buy several yards of this fabulous polished print. Little or no ironing is required, the material is easy to sew, drips-dry, is colorfast and makes up into a carefree contribution to your spring wardrobe.

Regular 98c yd. Sale Special

77c Yard 36" Wide

36" Sanforized Broadcloth

19 Pink, blue, yellow, lavender, black and white smoothly woven cotton broadcloth that's colorfast, Sanforized and as easy to wash as a handkerchief. Regular 79c yard. Special, yard **57¢**

36" Polished Cotton, Plain

20 A wonderful assortment of colors: red, blue, pink, yellow, black, orange, lavender . . . many more in this permanent finish, no-iron, drip-dry polished cotton that stays fresh and crisp. Reg. 79c yard Special, yard **57¢**

36" Imported Sport Denim

21 Plaids, checks, stripes and plain colors in this crease-resistant, easy-to-sew sport denim that's been especially imported for this sale! You'll love to sew dresses, shorts, skirts, sports ensembles using this easy-to-handle material. Reg. 98c yard. Special, yard **67¢**

48" Imported Sailtone Prints

22 An outstanding selection of American sailtone prints that are colorful, eye-catching and fresh. Sanforized, this material is a heavier weave, makes up into really good-looking dresses and sportswear. Reg. 1.69 yard. Special, yard **99¢**

45" Nylon, Pongee, Sunkist Prints

23 Carefree, drip-dry, no-iron fabrics are crease resistant and light-as-air . . . easy to handle, delightful to cut and sew, and when styled from a choice pattern, lovely to wear. Assorted floral and novelty patterns. Reg. 1.59. Special, yard **99¢**

45" Moire Bengaline

24 Glamorous fabric is crease-resistant, colorfast and has a permanent moire finish. Black, red, green, royal blue, beige, aquamarine, blue and pink. Reg. 2.19 yard Special, yard **1.77**

58" Celanese Flannels

25 This material has a wool-like appearance and texture and is washable, unshrinkable and crease-resistant. Flannel comes in greys, brown or blue, is ideal for blazers, suits, skirts. Reg. 2.59 yard. Special, yard **1.88**

36" Cotton Border Prints

26 Reg. 89c yard. Step into Spring Fashion at a real saving on these top quality Canadian cotton border prints. Assorted patterns, colorfast shades. Special, yard **57¢**

36" Colorful Cotton Prints

27 Reg. 59c! Floral or novelty prints are perfect for children's clothes, aprons, curtains. Washable and colorfast prints are so easy to sew, too, that you'll have the garments finished in no time at all! Special, yard **38¢**

36" Printed Flannelette

28 Soft, cosy and warm is this top-quality flannelette printed in patterns that stay in through lots of laundering! Novelty patterns, children's patterns and florals. Reg. 69c. Special, 2 yds. **99¢**

On Sale Friday 9 to 9

Use Your Charge Account Pay by February 10th

No Phone, Mail or C.O.D. Orders

9 a.m. Specials

Personal Shopping Only

36" Cotton Prints — Top quality Canadian cotton prints come in vibrant, colorfast shades that match the brightness of a summer's day. Perfect for dresses, aprons, blouses. Limit to 10 yds. per customer. Reg. 49c. Special, yd. **19¢**

56"-58" Packaged Skirt Lengths — Rayon suiting that looks, feels and wears like wool . . . Each package contains one yard of famous Domil suiting. Assorted patterns and colors. Special, pkg. **99¢**

54" Imported Woollens—Reg. 2.98-3.98 yd. Wool and wool blends in this selection of top quality material in favorite colors. Crease resistant. Special, yd. **$1**

2 p.m. Specials

Personal Shopping Only

36" Drip-Dry Cottons—Reg. 89c and 98c yd. this first quality, crease-resistant cotton in assorted floral and novelty prints comes in 3 to 5-yard lengths. Special, yd. **33¢**

52" Rayon Butcher Linen, Reg. 1.69 yd.—Soft, smooth colors in this first quality butcher linen: Red, blue, mauve, yellow and black . . . Special, yd. **99¢**

59"-60" Rayon Flannel—Medium grey and light grey flannel is soft, warm, looks and feels like fine wool. Crease resistant. Special, yd. **99¢**

7 p.m. Specials

Personal Shopping Only

36" Cotton Prints. Reg. 49c yd.—Wide assortment of colorfast, launderable solid shades and patterns . . . First quality cotton is inexpensive and fun to sew. Limited to 10 yards per customer. Special, yd. **25¢**

36" Flannelette—Reg. 59c yard, this white or colored flannelette is soft, warm, washable. Choose from these shades for sheets, pyjamas or children's wear: Pink, blue, yellow or green. Special, yd. **33¢**

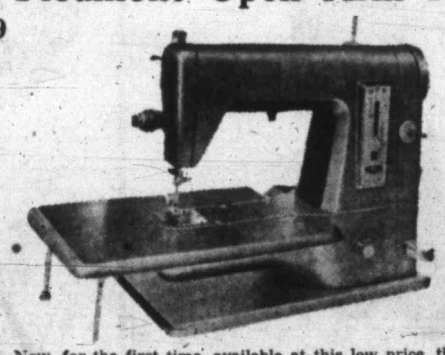
56" - 58" Packaged Skirt Lengths — Rayon suiting that looks and wears like wool. Each package contains 1 yard of Domil Suiting. Reg. 1.98. Special **99¢**

HUDSON'S BAY COMPANY, dress goods, fashion floor, 2nd

SALE of Sewing Machines . . . Sew at Home and SAVE!

Piedmont Open Arm Portable

29



Reg. 139.50

Sale Price

99.50

$5 Down, $8 Monthly

Now, for the first time, available at this low price, the Piedmont Open Arm feature that means you can patch, or darn pants, socks, sleeves, pockets easily! Other features include: Forward and reverse stitch, Patch-O-Matic release, sturdy carrying case, modern round bobbin, free instructions.

Piedmont Patch-O-Matic Portable

30

Reg. 59.95

Sale Price

49.50

$5 Down, $6 Monthly

For smooth, professional results in all your sewing, choose the Piedmont Patch-O-Matic that's so easy to handle! Enjoy your sewing, and these outstanding features . . . just check them: Patch-O-Matic darning release, adjustable forward and reverse stitch, attractive carrying case, 7-speed foot control and a 5-year warranty.

Also available in cabinet at only $9.95

Please turn the page for more Friday Specials at the BAY